

RE: RE: This week from CCA (CCA Delivers - Feb...

Subject: RE: RE: This week from CCA (CCA Delivers - February 9, 2017)
From: "Joanne Danganan" <JDanganan@ccala.org>
Date: 02/10/2017 10:28 AM
To: "April Sandifer" <april.sandifer@uli.org>, "Julia Marino" <@>

Happy Friday, everyone. Attached is a couple of versions of the CCA logo for your use.

Best,

 cid:image001

Joanne Danganan
Membership Coordinator
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017
office: (213) 416-7511 | fax: (213) 624-0858
JDanganan@ccala.org
ccala.org



From: April Sandifer [mailto:april.sandifer@uli.org]
Sent: Thursday, February 09, 2017 9:44 PM
To: Julia Marino <JMarino@downtownla.com>
Cc: Joanne Danganan <JDanganan@ccala.org>; Jonathan Nettler <Jonathan.Nettler@ULI.org>
Subject: RE: This week from CCA (CCA Delivers - February 9, 2017)

Thanks Julia. This is amazing.

April

Sent from my T-Mobile 4G LTE Device

----- Original message -----

From: Julia Marino <JMarino@downtownla.com>
Date: 2/9/17 9:41 PM (GMT-08:00)
To: April Sandifer <april.sandifer@uli.org>
Cc: Joanne Danganan <JDanganan@ccala.org>
Subject: Fwd: This week from CCA (CCA Delivers - February 9, 2017)

Hi April,

Hope you've been having a great week. CCA was happy to promote ULI's Density Wars event in their weekly newsletter (attached below). I've CC'd Joanne Danganan who can provide a logo for CCA.

My best,
Julia

Sent from my iPhone

Julia Marino
Economic Development Associate

Downtown Center Business Improvement District
626 Wilshire Blvd., Ste. 200, Los Angeles, CA
90017
(213) 416-7529

Begin forwarded message:

From: Central City Association <jdanganan@ccala.org>
Date: February 9, 2017 at 5:55:19 PM PST
To: Julia Marino <jmarino@downtownla.com>
Subject: This week from CCA (CCA Delivers - February 9, 2017)

CCA Delivers

CCALA.org

February 9, 2017



INSIDE THIS ISSUE

- **Transportation, Infrastructure & Environment Committee**
- **DTLA 2040, Community Plans Updates**

Transportation, Infrastructure & Environment Committee

This morning, CCA members were given two updates at the Transportation, Infrastructure & Environment Committee meeting. Representatives from the Mayor's Office and the Bureau of Engineering (BOE) gave a [presentation on the City's new sidewalk repair program](#) and L.A. Department of Transportation (LADOT) and Council District 14 told members about changes coming to a couple of streets in Downtown.

BOE said that last year, the City approved a program that will lead to the repair of the city's damaged sidewalks and the eventual handing over of sidewalk maintenance and liability to property owners. The result of an Americans With Disabilities Act-based (ADA) lawsuit over the impassibility sidewalks, the program is part of the City's \$30 million annual spending over the next 30 years to bring sidewalks into repair.

The key element of the program is the phase-in of the transfer of sidewalk repair responsibility back to property owners. The City will repair sidewalks, where needed and on a priority basis, and then release the responsibility for those sidewalks back to the adjacent property owners. The City will provide the chance for property owners to do the repairs themselves and be partially reimbursed. For information about this and more details about the program, [please click here](#). The

EVENTS CALENDAR

CCA EVENTS

WEDNESDAY, FEBRUARY 22
11:00 a.m. - 1:30 p.m.
[CCA'S ECONOMIC FORECAST FOR DTLA](#)
Millennium Biltmore Hotel

THURSDAY, MAY 11
11:00 - 1:30 p.m.
[CCA'S 23RD ANNUAL TREASURES LUNCHEON](#)
Westin Bonaventure Hotel & Suites

TUESDAY, FEBRUARY 14
7:30 - 10 a.m.
[ULI'S DENSITY WARS: EVERYTHING YOU NEED TO KNOW ABOUT MEASURE S](#)
The Theater at South Park Center
1139 S. Hill St.
Los Angeles, CA 90015

THURSDAY, FEBRUARY 16
8:00 - 9:00 a.m.
[RAPID RECOVERY SERIES](#)
L.A. City Emergency Operation Center Media Room
500 E. Temple Street
Los Angeles, CA 90012

THURSDAY, MARCH 9
[2017 USC GOULD REAL ESTATE FORUM](#)
The Jonathan Club, Downtown

committee asked the Mayor's staff and BOE if they would focus the rebate program on economies of scale, where multiple property owners can fix an entire section at the same time and to prioritize transit corridors for repairs.

CD 14 and LADOT presented on a project that will bring safety upgrades to Spring and Main Streets through a partnership between Councilmember Huizar's DTLA Forward Initiative and the City's Vision Zero Initiative. The upgrades will reorganize these two streets from Cesar Chavez Boulevard south to 9th Street by converting the existing bicycle lanes to protected bicycle lanes. Key among these is moving the bike lanes from the right to the left side of the streets and putting them between the curb and auto parking. The upgrades will also introduce safety improvements for people walking and driving as well as improvements for bus operations. The first phase of the upgrades will begin fall 2017. The Council office and LADOT will be working closely with CCA to engage business, property, and resident stakeholders to assess parking and loading needs along the corridors. Phase Two could begin in 2018 and include concrete separation of the bike paths. CCA will be bringing LADOT and CD14 back periodically to give updates on these and other streetscape improvements.

CCA thanks **Greg Good** and **Jennifer Pope**, Office of Mayor Eric Garcetti; **Julie Sauter**, Bureau of Engineering; **Valerie Watson** and **Robert Sanchez**, LADOT; and **Ari Simon** and **Diana Yedoyan**, Office of Councilmember Jose Huizar for their presentations and comments.

DTLA 2040, Downtown LA Community Plans Update

On Thursday, February 16 from 5-7p.m. the Department of City Planning will be hosting an [EIR Scoping Meeting](#) for the Downtown Community Plans.

The purpose of this meeting is to provide input to City Planning in identifying issues that must be addressed in the EIR. City Planning will prepare an EIR to update and merge the Central City and Central City North Community Plans, to amend to the Los Angeles Municipal Code to adopt new zoning regulations for the plan area as part of re:code LA and to make any other necessary amendments to existing planning ordinances to implement the community plan update. The updates to the Downtown Plans are intended to inform new development through the year 2040.

CCA encourages members to attend this meeting. It is critical that we provide our input to positively shape Downtown's future.

For more information, please contact Managing Director of Legislative Affairs & Government Relations, [Marie Rumsey](#).

Member Surveys: CCA's Advocacy Agenda and New Year Member Survey

COMMITTEE CALENDAR

WEDNESDAY, FEBRUARY 15
8:30 - 10:00 a.m.

HOUSING, LAND USE & DEVELOPMENT

Topics: College Station, DTLA 2040, re:code LA Update

Special Guests: Jenni Harris, Atlas Capital Group; Noel Hyun, Liner LLP; Bryan Eck, City Planning; Tom Rothmann, City Planning

TUESDAY, FEBRUARY 21
8:30 - 10:00 a.m.

DOWNTOWN 2030

Topics: Civic Center Master Plan, Now Art L.A.; Condo Sales & Trends in DTLA, Along The Line: The Early Story of The Park; The School and The Railroad In Between

Special Guests: Stephanie Magnien, CAO; Carmen Zella, NOW Art L.A. & Amy Yeager, Pershing Square Park Advisory Board; Rhonda Slavik, Polaris Pacific; Greg Fischer, LA 1781, Inc.

CCA IN ACTION



This week, CCA attended the grand opening of the Metro portal located at the BLOC on 7th and Hope Streets. The Ratkovich Company partnered with Metro to make this significant investment in our public transit system and it represents the first publicly accessible Metro portal on private property. This portal improves connectivity, ease of use and pedestrian safety and we believe it is an example of the necessary partnerships to advance Downtown's growth.

It is a top priority for Jessica Lall, CCA's new CEO & President, to hear directly from our members. Please take a moment and fill out the following surveys:

- [Advocacy Agenda Survey](#): Your feedback will help us determine legislative priorities for the year based on what issues are important to you and your company.
- [New Year Member Feedback](#): Your feedback will help us craft relevant programming that meets your objectives.
- [CCA Committee Meetings: For Business Advocacy, Executive & Premier-level members only](#): Tell us how to improve our committee meetings and what topics to cover this year.

For more information, please contact Managing Director of Legislative Affairs & Government Relations [Marie Rumsey](#).

CCA attended the 1st Annual Homeless Initiative Conference hosted by the County of Los Angeles. The conference highlighted some of the accomplishments over the past year including: the expansion of jail in reach services, enhancing the emergency shelter system and creating interim/bridge housing. Due to this effort there are now 10 case workers at Men's Central Jail working to ensure that inmates have homes before they are released, the emergency shelter system is now open 24 hours a day, 7 days a week and since October 2016, 122 individuals have been placed into interim/bridge housing.

For more information, please contact Managing Director of Legislative Affairs & Government Relations [Marie Rumsey](#).

On Tuesday, CCA testified before the Planning and Land Use Management Committee in opposition to a proposal to designate Parker Center as a Cultural-Historic Resource. CCA supports the proposed Civic Center Master Plan, which does not include the current Parker Center building. CCA also recognized the desire of Little Tokyo residents and businesses to open up the Civic Center to that community. The committee unanimously denied the designation.

For more information, please contact Director of Government Relations [John Howland](#).

CCA IN THE NEWS

"CCA is pleased the council heard us and recognized that one size won't fit all in a city that spans 500 square miles. The framework includes some really smart provisions, including the requirement that stationary sidewalk vendors have the consent of adjacent business or property owners." Jessica Lall, President and CEO of the CCA. [Downtown](#)

[News](#), February 6, 2017.
["Questions Remain as City Seeks to Legalize and Regulate Sidewalk Vending"](#)

"By connecting the exciting new retail center, The Bloc, to Metro's second busiest transit station, this new portal will encourage the use of transit and enhance the shopping experience, all of which will strengthen the city's core business district," CCA President & CEO Jessica Lall said. [Downtown News](#), February 7, 2017. ["Subway Tunnel at Bloc Shopping Center Opens"](#)

CCA MEMBERS IN THE NEWS

"I think Downtown's always had kind of a rebellious tech scene that you don't quite see from the surface," said, Andrew Tashjian, Cushman & Wakefield. [Downtown News](#), February 6, 2017. ["Evite RSVPs to a Downtown Future."](#)

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Los Angeles, CA 90017

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RE: RE: This week from CCA (CCA Delivers - Feb...



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CCA

**CENTRAL CITY
ASSOCIATION**

—Attachments:

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image002.png	1.0 KB
image003.png	951 bytes
CCA.logo.Horz_ColorCMYK_HiRes.png	23.4 KB
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